

## Message Text

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63

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 /012 W  
----- 098718

R 141645Z MAR 74  
FM AMEMBASSY BRUSSELS  
TO SECSTATE WASHDC 170  
USIA WASHDC  
USDOC WASHDC  
INFO AMEMBASSY SOFIA  
AMEMBASSY VIENNA

UNCLAS BRUSSELS 1553

VIENNA FOR EWTC AND REX

E.O. 11652: N/A

TAGS: BEXP, BU, BE

SUBJECT: US PARTICIPATION PLOVDIV FAIR

1. IN MEETING MARCH 13 WITH STAFF OF ILLINOIS DEVELOPMENT OFFICE, ARTHUR COMPTON, DIRECTOR, SAID THEIR INTEREST IN PLOVDIV PARTICIPATION HAD GROWN SINCE DIRECTOR EWTC MARTIN HAD BROUGHT IT TO THEIR ATTENTION. COMPTON SEEMED CONFIDENT THAT SOME OFFICIAL ILLINOIS REPRESENTATION WOULD BE POSSIBLE ALTHOUGH FORM DEPENDS ON BUDGET RESTRICTIONS.
2. SINCE PLOVDIV HAS NOT BEEN BUDGETED BY STATE, COMPTON HOPED THAT NOMINAL PARTICIPATION FEE WOULD BE AS LOW AS POSSIBLE. IF FEE IS OVER DOLS 1000 COMPTON ASKED IF SOME ARRANGEMENT COULD BE MADE TO ACCOMODATE 3 OR 4 BUSINESS REPRESENTATIVES IN OR AROUND CORE EXHIBIT (WITH REDUCED CHARGE SINCE NO EQUIPMENT WOULD BE DISPLAYED). COMPTON AND OTHERS WOULD PREFER TO HAVE SEPARATE EXHIBIT AREA WITH REPRESENTATIVES OF 3 OR 4 SMALLER ILLINOIS FIRMS WHO MIGHT, FOR EXAMPLE, RUN ONE OR TWO SEMINARS ON AGRICULTURAL TECHNOLOGY.
3. AGRICULTURAL SPECIALIST IN THE OFFICE, ROBERT ORSBORN, IS RETURNING TO ILLINOIS IN LATE MARCH AND WILL URGE PARTICIPATION BY LARGER COMPANIES (DEERE, INTERNATIONAL HARVESTER, AND CATE-  
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PILLAR), IF NOT ALREADY COMMITTED. HE WILL ALSO MEET WITH SMALLER

COMPANIES TO SEE IF STATE EXHIBIT CAN BE MOUNTED. IN ANY EVENT ILLINOIS WILL BE IN CONTACT WITH EWTC AND BEWT AS SOON AS BUDGET QUESTION IS RESOLVED.

4. EUROPEAN MANAGER CLARK EQUIPMENT COMPANY SAID CLARK WAS STILL INTERESTED IN BULGARIA AND THOUGHT PLOVDIV WOULD BE GOOD WAY TO REESTABLISH CONTACTS FORMANT SINCE MID-1973. ALTHOUGH ULTIMATE DECISION ON PARTICIPATION RESTED IN US HEADQUARTERS IN BUCHANAN, MICHIGAN, HE HAD DISCUSSEDFAIR WITH SOME EUROPEAN

DISTRIBUTORS WHO WOULD LIKE TO SHOW SMALL EARTH-MOVING EQUIPMENT PARTICULARLY ADAPTABLE TO AGRICULTURAL PURPOSES. HE WILL MAKE POSITIVE RECOMMENDATION TO HEADQUARTERS BY TELEX MARCH 14 ON ASSUMPTION THEY HAVE BEEN SOLICITED BY LETTER OR PHONE FROM WASHINGTON AGENCIES.  
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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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